**PRODUCT RUBRIC**

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| **COMPLETED BY** |  |  | **DATE** |
|  |  |  |   |
|  |  |  |  |
| **PRODUCT 1 NAME; DESCRIPTION** |
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|  |
| **PRODUCT 2 NAME; DESCRIPTION** |
|   |
|  |
| **PRODUCT 3 NAME; DESCRIPTION** |
|   |
|  |  |  |  |
| **RUBRIC** | **SCORE** | **SCORING SCALE** | **TOTAL** |
| Product exceptionally addresses question / EXCEPTIONAL | **4** | **EXCEPTIONAL** | **18 – 20** |
| Product significantly addresses question / STRONG | **3** | **STRONG**  | **14 – 17** |
| Product somewhat addresses question / NEUTRAL | **2** | **NEUTRAL** | **10 – 13** |
| Product minimally addresses question / INADEQUATE | **1** | **INADEQUATE** | **0 – 9** |
| Product does not address question at all / UNACCEPTABLE | **0** |  |  |
|  |  |  |  |
| **CRITERIA** | **PRODUCT 1** | **PRODUCT 2** | **PRODUCT 3** |
| DOES THE PRODUCT SOLVE A PROBLEM?  |  |  |  |
| IS THERE A REAL, MARKETABLE NEED THAT PEOPLE WOULD WILLINGLY PURCHASE? |  |  |  |
| WILL EXECUTING / IMPLEMENTING THE IDEA BE SIMPLE OR COMPLEX? *Simple = Higher Score; Complex = Lower Score* |  |  |  |
| DOES THE PRODUCT POSSESS MASS APPEAL / A WOW FACTOR? |  |  |  |
| DOES THE PRODUCT PROVIDE A COMPETITIVE ADVANTAGE?  |  |  |  |
| **TOTAL SCORES** |  |  |  |